

# Action Taken Report

## on

# Feedback of Stakeholders

Session (2020-21)

**Program Name: Bachelor of Arts (Honors) Journalism and Mass  
communication (B.A.(H)JMC)**



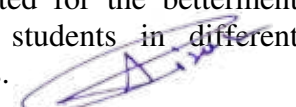
  
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**Department of Media Studies & Design  
Faculty of Business & Management  
Quantum University, Roorkee**

## Action Taken Report of the Department

*(On the basis of the suggestions made by the IQAC and Sub Specialty Groups of the Departments  
on the Feedback of all stakeholder)*

<b>Action Taken Report</b>		
<b>Department Name: Department of Media Studies</b>		
<b>Feedback Session: 2020-21</b>		
<b>Curriculum Design</b>		
<b>Code</b>	<b>Recommendation by Sub Specialty Groups of the department</b>	<b>Action taken for designing the syllabus of 2021-22</b>
	<b>R-1: Recommendation for alteration/ up gradation of syllabus</b>	
<b>JM3103</b>	<b>R-1:</b> The expert suggested that the word 'Journalism Defined' should be corrected by 'Define the Journalism.'	Changed the name from 'Journalism Defined' to 'Define the Journalism.'
<b>JM3202</b>	<b>R-1:</b> The expert discussed the topic Organizational structure of a newspaper and found correct and advice to keep it the same. Also, the expert suggested to change the LTPC of Reporting & Editing (Print Journalism) (JM3202) from 3 0 2 4 to 2 0 4 4.	The content was found correct and no changes were made.
<b>JM3203</b>	<b>R-1:</b> The expert suggested to correct the spelling Salient features of our Constitution not silent features of our constitution in Political Scenario in India (JM3203), Also the expert suggested to change the LTPC of Political Scenario in India (JM3203) LTPC from 4 00-4 to 3 0 0-3.	Changed the spelling of silent features of our constitution to Salient features of our Constitution.
<b>JM3303</b>	<b>R-1:</b> The expert suggested reviewing the overall content of development communication and restructures it.	Restructure the overall content of development communication.
<b>JM3304</b>	<b>R-1:</b> As per the SSG group suggestion, the terminology need to be changed as per the industrial requirement changing the topic name from 'Modulation of sound news reading' to 'Voice modulation' in the Syllabus Radio Production & Lab (JM3304) in unit-3 <b>R-6:</b> The experts suggested incorporating case studies and visual content based study material in the program. Also, the experts suggested that for the first year student we should formulate our syllabus for development of overall knowledge of	Changed the topic name from 'Modulation of sound news reading' to 'Voice modulation'. Adding case studies and visual content based study material. The first year syllabus should be created for the betterment of the students in different subjects.

  
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	<p>students in the various dimensions such as political, economics, strategically planning etc. As per the SSG group suggestion, the unit name has to be changed in Radio Production &amp; Lab from Announcing and presentation to Anchoring and voice over.</p> <p>Also, the expert suggested adding the new topic skills of News reading and to remove the topic “quality of news”.</p>	
<b>JM3307</b>	<b>R-1:</b> Syllabus was lacking of some important content, it was suggested to add some more content specialized to Reporting and Feature Writing.	Some content has been added.
<b>JM3403</b>	<b>R-1:</b> Syllabus is not containing well-structured content for effective learning of students. It was suggested to add the topic “Cinema before and after Dilip Kumar”. In Cinematography (JM3403).	New topic has been added.
<b>JM3405</b>	<b>R-1:</b> The Syllabus needed to be more focused on practical assignment of News gathering techniques and style of reporting.	Focusing on practical assignment.
<b>JM3412</b>	<b>R-1:</b> Certain words needed to be corrected to create the better understanding of the subject. The expert suggested correcting the word from Does and don'ts of writing to 'Do's and Don'ts of writing. 'and from Peace to camera to piece to camera.	Word correction was done.
<b>JM3506</b>	<b>R-1:</b> In the syllabus Television Programming and Production, the expert suggested to replace the topic from grammar of camera to visual grammar and to suggest adding a new topic MoJo (mobile journalism). In the syllabus Television Programming and Production, the expert suggested replacing the topic name from 'how to make a story using the shots' to 'visual story weaving' and to add a new topic 'shoot to edit.'	Topic was replaced by a new topic.
<b>JM3504</b>	<b>R-1:</b> The expert suggested changing the paper name from Media & Market Research and Data Analytics to Media and Audience Research. They further suggest making it lighter & simpler for UG level students. It is further suggested to exclude the detailed process of sampling	Subject name was changed and a simpler format had to be included for making it easier for the students.

  
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<b>Other Teaching Learning Aspects</b>		
<b>Overall Teaching Learning Process</b>	<b>R-2:</b> Due the pandemic situation covid-19 the teaching methodology has been drastically changed and faculties need to be trained and aware the online teaching process. It is also required to become familiar with the technology-based teaching learning process.	Faculties training session was conducted and makes them comfortable and familiar with the uses of various devices.
<b>Peer Group Learning</b>	<b>R-3:</b> To minimize the impact of covid-19 on the teaching learning process various protocol and SOP is need to be introduced for adequate outcome of academic practices.	Various software and online protocol and SOP's was introduced. More video production was created for the lecture during covid-19 time.
<b>IT Enabled Literacy</b>	<b>R-4:</b> During the online teaching process due to covid-19 accurate evaluation and assessment of students learning, some process and methodology need to be evolved.	Video assignment assessment done by faculties.
<b>Communication Skills</b>	<b>R-7:</b> More interactive and impactful content delivery system need to be introduced for the better outcome and make it easy for the students for acquiring the knowledge.	Created lot of video based lecture and online quiz based assessment process.
<b>Training for Placements</b>	<b>R-5:</b> Due to covid-19 internship and training-based knowledge should be provided in online and visual format.	Initiated the process of internship and training in online mode.

Deepak Singhal  
Faculty -Incharge,  
University Feedback System

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Quantum University



Karan Babbar  
Coordinator, IQAC

# Action Taken Report on Feedback of Stakeholders

Session (2020-21)

**Program Name: B. Sc. Animation & VFX**



**Department of Media & Design**

Faculty of Media Studies and Design  
**Quantum University, Roorkee**

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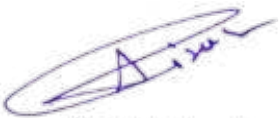
## Action Taken Report of the Department

*(On the basis of the suggestions made by the IQAC and Sub Specialty Groups of the Departments  
on the Feedback of all stakeholder)*

<b>Action Taken Report</b>		
<b>Department Name: Department of Media Studies</b>		
<b>Feedback Session: 2020-21</b>		
<b>Curriculum Design</b>		
<b>Code</b>	<b>Recommendation by Sub Specialty Groups of the Department</b>	<b>Action taken</b>
<b>GD3101</b>	<b>R-1</b> The expert discussed the topic Syllabus of Introduction of Graphic Designing (GD3101) and suggested to change the LTPC from 3 0 0 3 to 2 0 4 4 . Syllabus was lacking of some important content, it was suggested to add some more content of illustrator.	The numeric value of credits has been changed.All these units, Unit 1, Unit 2, Unit 3, Unit 4, and Unit 5 were edited and new content was added.
<b>AN3102</b>	<b>R-1</b> The Syllabus is not containing well-structured content or effective learning of students. It was suggested to change the entire content completely and create a new content. Content of the entire syllabus has been changed.	Topics were replaced bynew topics. All these units, Unit 1, Unit 2, Unit 3, Unit 4, and Unit 5 were edited and new content was added.
<b>AN3103</b>	<b>R-1</b> The expert discussed the topic Syllabus Introduction of Digital effects (AN3103) and suggested to change the credit LTPC from 3 0 0 3 to 2 0 4 4 and come up with the Photoshop software syllabus. Content of the entire syllabus has been added.	The numeric value of credits has been changed.All these units, Unit 1, Unit 2, Unit 3, Unit 4, Unit 5 were edited and new content was added.
<b>AN3202</b>	<b>R-1</b> Content of the subject is not as per the requirement of industry and it need to be modified and change. Therefore, the subject has been replaced by another subject from 5 <sup>th</sup> semester and the subject code has been retained of the previous subject.	Removed Film Production (AN3202)subject and replaced it with 2D Game Art (AN3507)
<b>AN3203</b>	<b>R-1</b> The expert discussed the topic Syllabus of Introduction to Classical Animation (AN3203) and suggested to change the LTPC from 3 0 0 3 to 2 0 4 4.	The numeric value ofcredits has been changed.

  
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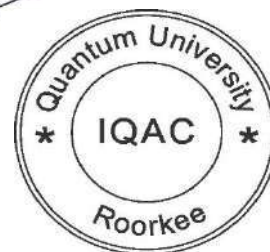
<b>AN3507</b>	<b>R-1</b> The subject Rotoscoping & Keying was converted into a practical paper in place of 2D Game art 5 <sup>th</sup> semester and the subject code has been retained of the previous subject with L T P C 0 0 6 3.	Converted as practical paper with retained subject code.
<b>AN3603</b>	<b>R-3</b> As per the suggestion, the most of the content are common in 6 <sup>th</sup> semester and no need to teach separately and is recommended to merge and will run as practical mode with L T P C 0 0 8 4	Both the subjects Animation (AN3603) and Facial Lips Synchronization (AN3604) has to be merge and create one single subject as Advanced Character Animation (AN3603), also its credit scheme will be distributed among other subjects.
<b>AN3601</b>	<b>R-5</b> The expert suggested that the Syllabus of Advanced Rigging (AN3601) needed to be more focused on practical assignment and will run as practical mode. Also, L T P C of Advanced Rigging (AN3601) should change from 2 0 2 3 to 0 0 6 3.	Focusing on practical assignment. The numeric value of credits has been changed.
<b>AN3602</b>	<b>R-5</b> The expert suggested that the Syllabus of Acting for Animation (AN3602), needed to be more focused on practical assignment and will run as practical mode. Also, L T P C of Acting for Animation (AN3602) should change from 2 0 2 3 to 0 0 6 3.	Focusing on practical assignment. The numeric value of credits has been changed.
<b>AN3603</b>	<b>R-5</b> The expert suggested that the Syllabus of Advanced Character Animation (AN3603), needed to be more focused on practical assignment and will run as practical mode. As per the suggestion, the most of the content are common in 6 <sup>th</sup> semester and no need to teach separately and is recommended to merge and will run as practical mode with L T P C 0 0 8 4	Focusing on practical assignment. Both the subjects Animation (AN3603) and Facial Lips Synchronization (AN3604) has to be merge and create one single subject as Advanced Character Animation (AN3603), also its credit scheme will be distributed among other subjects.

  
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<b>Other Teaching Learning Aspects</b>		
<b>Overall Teaching Learning Process</b>	<b>R-1</b> Covid-19 effects the teaching methodology and teaching process needs to be modified accordingly. For effective teaching and learning process faculties needs to improve and update themselves	Online training sessions were conducted for the faculties, to make them comfortable for the session.
<b>Peer Group Learning</b>	<b>R-5</b> SOP needs to be told to the faculties for adequate outcome of academic learning to minimizing the impact of covid-19 on the teaching learning process.	To introducing Various software and online protocol and SOP's. More video production was created for the lecture during covid-19 time.
<b>IT Enabled Literacy</b>	<b>R-6</b> student should be encouraged to use ERP and LMS for effective learning. <b>R-4</b> Teaches should be encouraged to provide specific study material relevant to course.	Implemented
<b>Communication Skills</b>	<b>R-2</b> To make it easy for the students to acquire the knowledge, More effective content delivery system need to be introduced for the better outcome.	Various video based lectures and online quiz based assessment process.
<b>Training for Placements</b>	<b>R-8</b> Due to covid-19 emphasis should be given on internship and training based knowledge should be provided in online and visual format.	The process of internship and training in online mode has been started.
<b>Evaluation</b>	<b>R-7</b> For accurate evaluation and assessment of students learning During the online teaching process due to covid-19, some process and methodology need to be changed	For introducing better teaching skills, Video assignment assessment is done by faculties.

Deepak Singhal  
Faculty Incharge,  
University Feedback System

Registrar  
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Karan Babbar  
Coordinator, IQAC